

Montana WIC Program

Retailer Newsletter

WINTER 2012

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Please share this
information with your
staff.



Whole Grain Choice

Approved Bread Options

The Chapter 11 bankruptcy of Hostess, the parent company of Sweetheart Bakery, has affected the availability of the WIC approved Wonder 100% Soft Whole Wheat bread nation-wide.

The current MT WIC food list contains all of the available bread options that meet the size and nutritional content criteria. No other sizes or brands of bread may be used as a substitution.

Retailers may have the approved Franz or Sara Lee bread in a 16 oz. loaf, but if you are unable to stock it, participants should be directed to purchase an approved tortilla or brown rice. Associated Foods is working to make the 16 oz. loaf of approved Sara Lee bread available to their customers, and we are hoping other distributors will soon follow.

When a MT WIC benefit lists "16-14 oz whole grain choice", a WIC participant may choose from any of the whole grain items listed in the light green box on the Whole Grain/Approved Juice page of the approved food list. Whole grain bread includes the 16 oz loaves specifically listed, any of the white corn, yellow corn or whole wheat tortillas listed in a 16 oz package, or a bag or box of brown rice which can be long grain or instant.

Flour tortillas are not WIC approved (not whole grain) and white rice is not WIC approved (not whole grain). Refer to this section of the food list if there are questions.

Thank you for guiding WIC customers to their alternative choices. We realize many of our WIC participants purchased the approved Wonder bread and are frustrated by the limited number of approved breads. Please know that stores experiencing difficulty stocking bread due to this situation will not receive sanctions for failure to meet the stocking requirements.





Montana WIC Facts October 2012

- ⇒ WIC participants served – 20,225
- ⇒ Authorized retailers - 200
- ⇒ Benefits (checks) paid – 52,445
- ⇒ Benefits (checks) rejected - 507
- ⇒ Top rejection reasons:
 - » Missing stamp -289
 - » Stale Dated – 53
 - » Missing Signature – 24
 - » Over Max Price - 95



Rejected Benefits & Reduced Payment

Where do WIC benefits go after they are redeemed at your store and deposited with your bank? The benefit is scanned and processed through the Federal Reserve System and is presented to WIC's financial intermediary.

Because of federal Check 21 regulations, banks have the option of returning a legal electronic copy of the food benefit, called an IRD, back to the retailer rather than the original when returning a rejected WIC benefit. This legal copy is about 2/3 the original size and may be used the same as the original. The bank will stamp the reason for the rejection on the front of the food benefit.

The financial intermediary performs a “pre-edit” on each benefit to determine whether or not it meets WIC's requirements for payment. If a benefit does not pass this “pre-edit” test it will not be paid. It will be returned to your depository bank with a stamp indicating why it was not paid. Your bank will return the benefit to you and may charge you a fee.

Food benefits redeemed prior to the “First Day to Use” or after the “Last Day to Use”, sent to the bank more than 60 days after the “First Day to Use” (stale dated), missing the total amount in the “Amount of Sale” box, or deposited without a WIC participant signature will not be paid or accepted for review and validation.

If the food benefit was rejected because of a “Missing Retailer Stamp”, the retailer may stamp the front of the food benefit or the legal copy of the food benefit and resubmit it to the bank without sending it to the State office for validation.

Food benefits rejected for “Adjusted \$ Amount” or “Over Max \$” must be submitted to the State WIC office with a printed copy of the electronic transaction or a copy of the transaction receipt for review, possible adjustment and approval or void validation.

The Retail Reference manual and WIC Retail Program Booklet provide details on each edit and what can be done. **Call 1(800)443-4298 option 2 or (406)444-4746 with questions.**

WIC Infant Formula

Approved Purchase Sites

Federal policies require State WIC agencies to publish a List of Formula Wholesalers, Distributors, Retailers, and Manufacturers from which retailers must purchase their infant formula. This is to ensure that the formula has not been compromised. The 2012 list is posted on the Retailer page of the Montana WIC's website www.wic.mt.gov.

Infant Formula & Minimum Stocking Requirements

As required by federal regulations, all State WIC Agencies must enter into a rebate contract agreement with an infant formula manufacturer for cost containment purposes. On Oct. 1, 2012, Mead Johnson Nutrition was awarded the infant formula rebate contract for all soy-based infant formula. Abbott Nutrition continues to provide the milk based contract formulas.

As of October 1, 2012, the soy infant formulas issued by Montana WIC are Mead Johnson Nutrition's Enfamil ProSobee. This formula may be issued in the concentrate or ready-to-feed format as well as the powdered.

Minimum Stocking Requirements are as follows, with the understanding that retailers must have the following items in stock at all times (at least 6 cans of each) and in sufficient quantities to meet WIC participant demand.

Product Name & Size	Product UPC
Enfamil ProSobee 12.9 oz can powdered	upc - 300871214415
Similac Sensitive 12.6 oz can powdered	upc - 7007457541
Similac Advance 12.4 oz can powdered	upc - 7007455958

Gerber Infant Cereal Updated Packaging

Beginning in March, 2013, Gerber infant cereal will transition from the cardboard box to a plastic container. The contents, size and price will remain the same, but the upc's are changing.

8 oz Portfolio			
Product Name		UPC	
From	To	From	To
Rice Cereal	--	0 15000 00704 1	0 15000 07000 7
Oatmeal Cereal	--	0 15000 00702 7	0 15000 07001 4
Barley Cereal	--	0 15000 00703 4	0 15000 07002 1
Mixed Grain Cereal	MultiGrain Cereal	0 15000 00701 0	0 15000 07003 8
Whole Wheat Cereal	--	0 15000 00705 8	0 15000 07004 5
16 oz Portfolio			
Product Name		UPC	
From	To	From	To
Rice Cereal	--	0 15000 00714 0	0 15000 07050 2
Oatmeal Cereal	--	0 15000 00712 6	0 15000 07051 9
Mixed Grain Cereal	MultiGrain Cereal	0 15000 00711 9	0 15000 07052 6



Because this change affects the packaging only – the cereals will continue to be approved.



Department of Public Health & Human Services
Montana WIC Program

1400 Broadway, Cogswell Bldg. C305
PO Box 202951
Helena MT 59620-2951

Phone: (406)444-5533
1-800-433-4298 Option 2
Fax: (406)444-0239

www.wic.mt.gov

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Who do you call?

Retailers should contact their Local WIC Agency for concerns regarding complaints and general program questions.

Contact Glade Roos (406-444-2841) at the State WIC office if your store will be changing ownership or you have questions about your contract.

Contact Carrie Reynolds (406-444-4746) at the State WIC office when issues arise with WIC benefits or prices change for WIC approved foods.



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